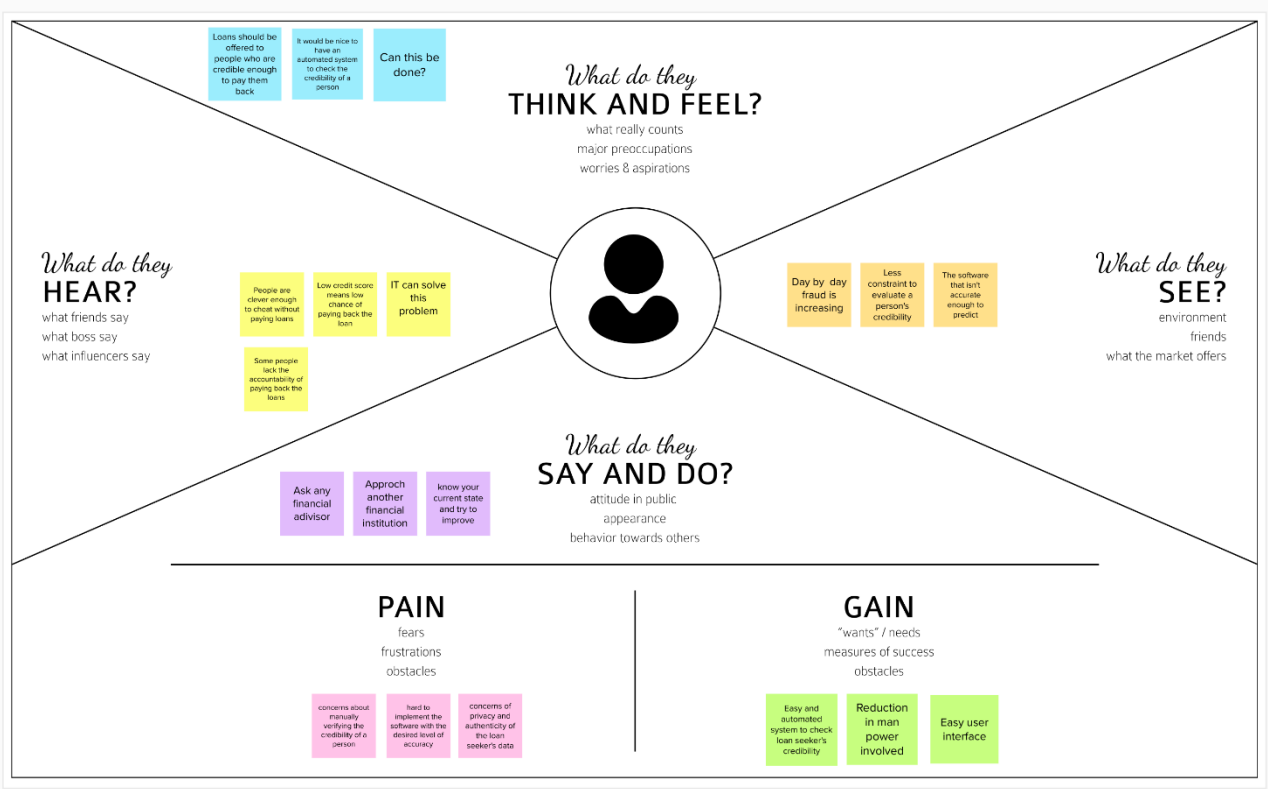
Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID35547
Project Name	Project - Smart Lender - Applicant Credibility Prediction for Loan Approval
Maximum Marks	4 Marks

Empathy Map :

- An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
- An empathy map is a collaborative tool teams can use to gain a deeper insight into their customer.
- An empathy map is a widely-used visualization tool within the field of UX and HCI practice.
- In relation to empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end user.
- An empathy map is a square divided into four quadrants with the user or client in the middle. Each of the four quadrants comprises a category that helps us delve into the mind of the user. The four empathy map quadrants look at what the user says, thinks, feels, and does.

Empathy Map for Smart Lender:



Reference:
https://app.mural.co/t/teamname7233/m/teamname7233/1662292771125/9c5dc4a4788d2a1bf3d809306fa041700ba1db17?sender=u626de0ab21e9a0a27cae2636